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REMARKS

Applicant has amended claims 1 and 4. Applicant respectfully submits that these amendments to the claims are supported by the application as originally filed and do not contain any new matter. Therefore, the Office Action will be discussed in terms of the claims as amended.

The Examiner has rejected claims 1, 4, 7-11 and 13 under 35 USC 103 as being obvious over Foodman et al. in view of Blackie et al., stating that Foodman et al. discloses substantially all of the claimed method and apparatus except for teaching inherent information or the introduction information on products and services; however, it is the Examiner's opinion that the inherent information is obvious from Foodman et al. and that Blackie et al. teaches introduction information on products and services where the system enables the one-to-one marketing relationship based upon customer data.

In reply to this rejection, Applicant respectfully submits that Foodman et al. does not disclose substantially all of Applicant's claimed method and apparatus and particularly does not disclose "storing and analyzing at said service server said attribute information sent from said dwelling management server, and sending back as visual display information after analyzing said attribute information to said dwelling management server introduction information on products or services selected from information prepared in advance in reply to the received attribute information" as is claimed in Applicant's claims 1 and 4. In particular, Applicant respectfully submits that in Foodman et al., video and audio signals transmitted from the system provided in a dwelling house are accessed via a web site and the web site is basically an intermediate point of those signals.

Still further, Applicant respectfully submits that the dwelling management server of Applicant's invention remotely controls and observes the living facilities and equipment and further receives display information from an external server as a portal site to display the display information. Again, Applicant respectfully submits that such an element of the claims is not disclosed by Foodman et al.

Applicant has further carefully reviewed Blackie et al. and respectfully submits that Blackie et al. relates to a service system in which a dwelling house and an electric company are connected by a high-speed two-way communications system via a power line. As a result,

Applicant respectfully submits that Blackie et al. relates to a system of enhancing the communication between utility such as an electric company with its customers and nothing more. Therefore, Applicant respectfully submits that one of ordinary skill in the art of Internet based security, fire and emergency identification and communication such as in Foodman et al. would not look to the teachings of Blackie et al. which merely relate to customer service between an electrical utility and its customers.

In view of the above, therefore, Applicant respectfully submits that not only is the combination suggested by the Examiner not Applicant's invention but also the combination suggested by the Examiner is not suggested to one of ordinary skill in the art. Therefore, Applicant respectfully submits that claims 1, 4, 7-11 and 13 are not obvious over Foodman et al. in view of Blackie et al.

In view of the above, therefore, it is respectfully requested that this amendment be entered, favorably considered, and the case passed to issue.

Please charge any additional costs incurred by or in order to implement this amendment or required by any requests for extensions of time to KODA & ANDROLIA DEPOSIT ACCOUNT NO. 11-1445.

Respectfully submitted,

KODA & ANDROLIA

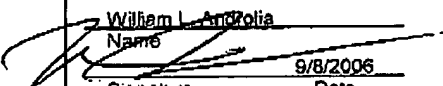
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